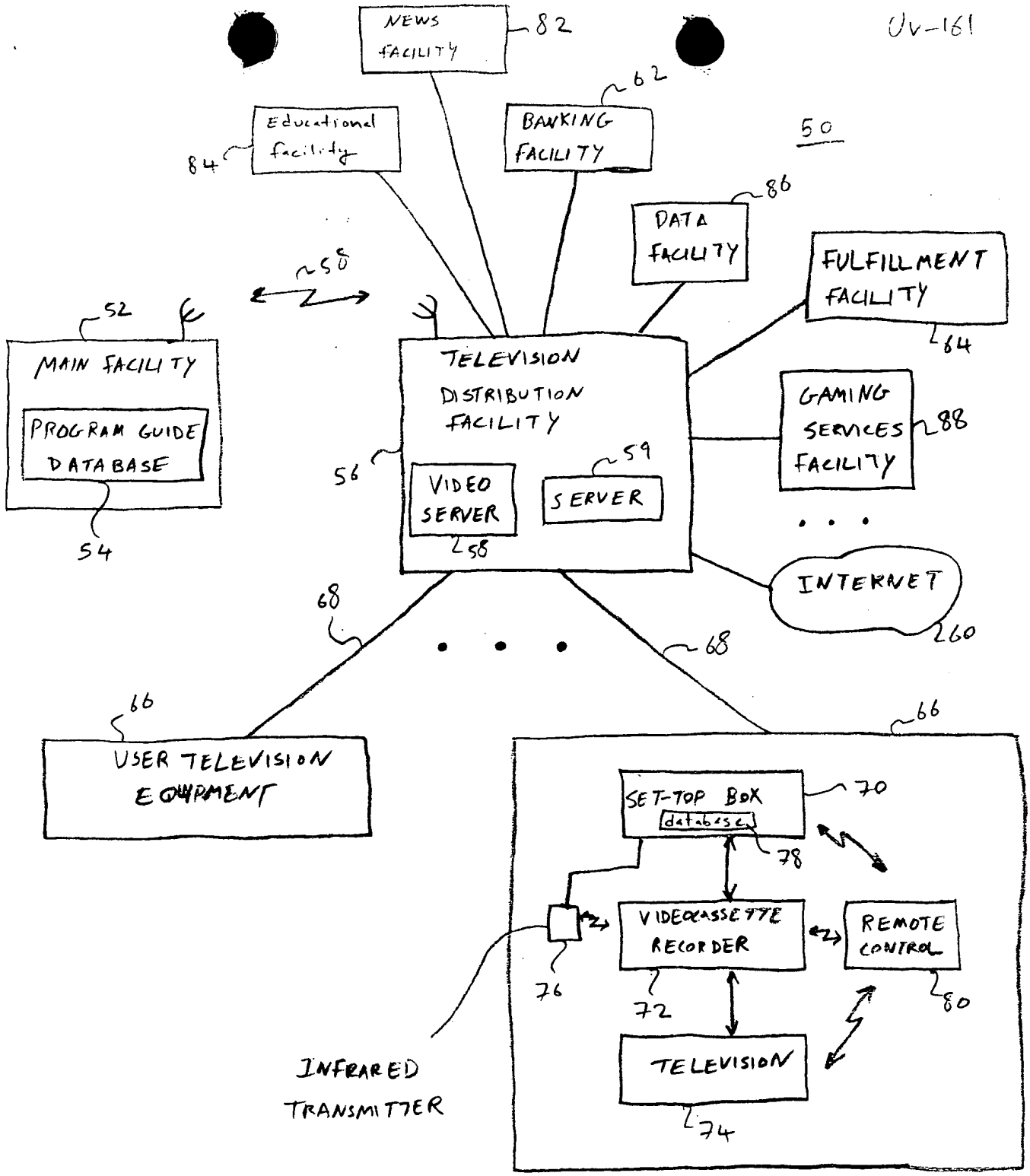

FIG. 1.

Express Mail
#EJ852798636US

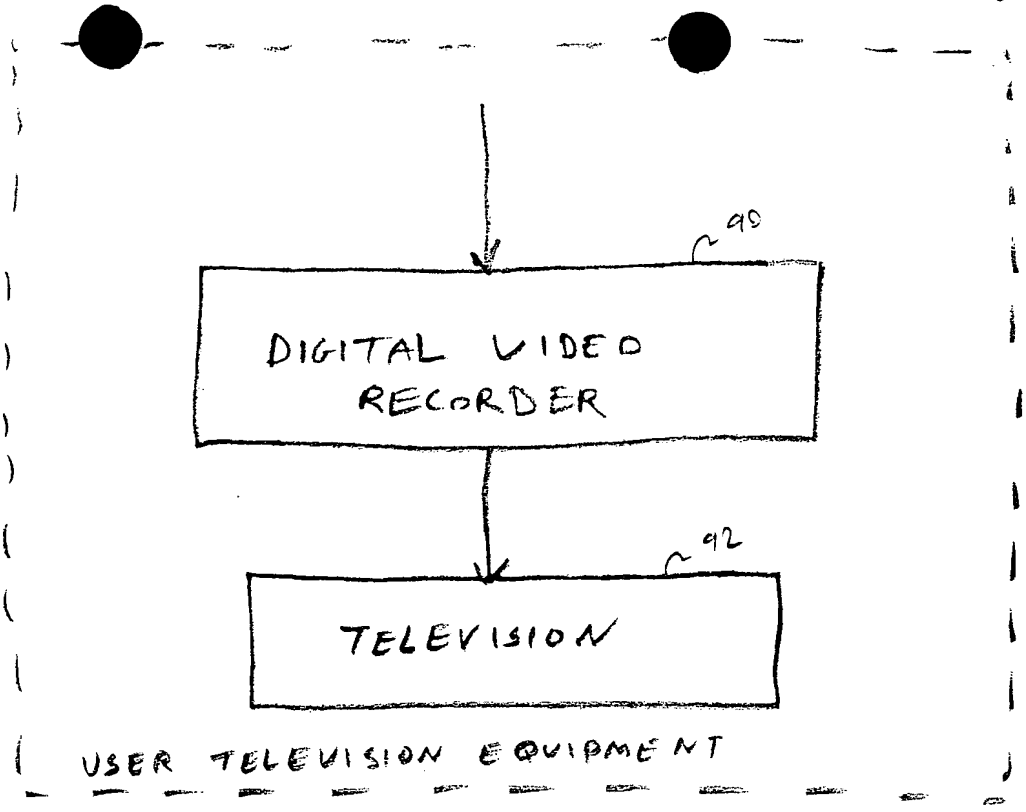
90
DIGITAL VIDEO RECORDER
92
TELEVISION
USER TELEVISION EQUIPMENT

FIG. 2

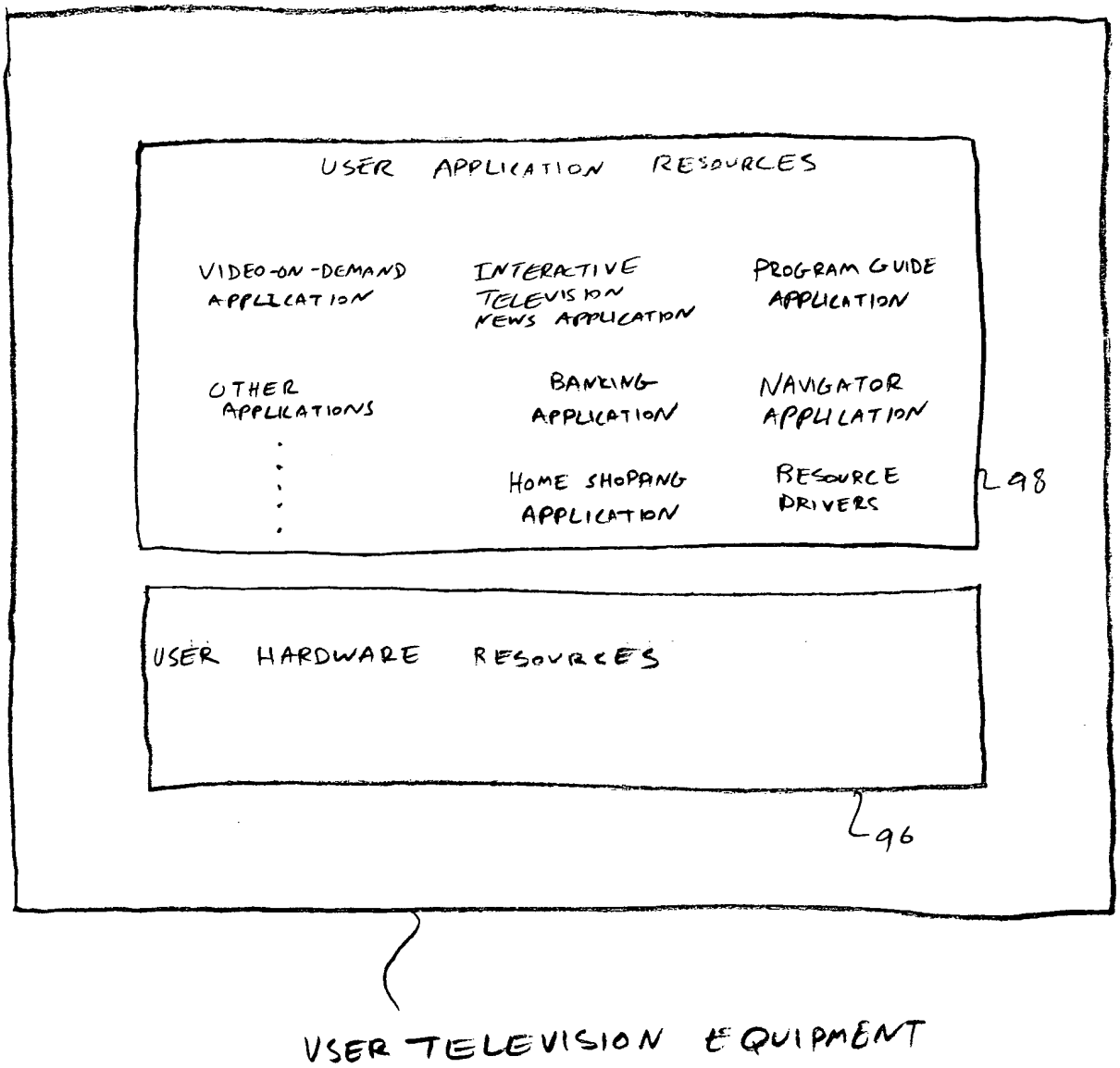
USER APPLICATION RESOURCES
VIDEO-ON-DEMAND APPLICATION
INTERACTIVE TELEVISION NEWS APPLICATION
PROGRAM GUIDE APPLICATION
OTHER APPLICATIONS
BANKING APPLICATION
NAVIGATOR APPLICATION
HOME SHOPPING APPLICATION
RESOURCE DRIVERS
98
USER HARDWARE RESOURCES
96
USER TELEVISION EQUIPMENT

FIG 3

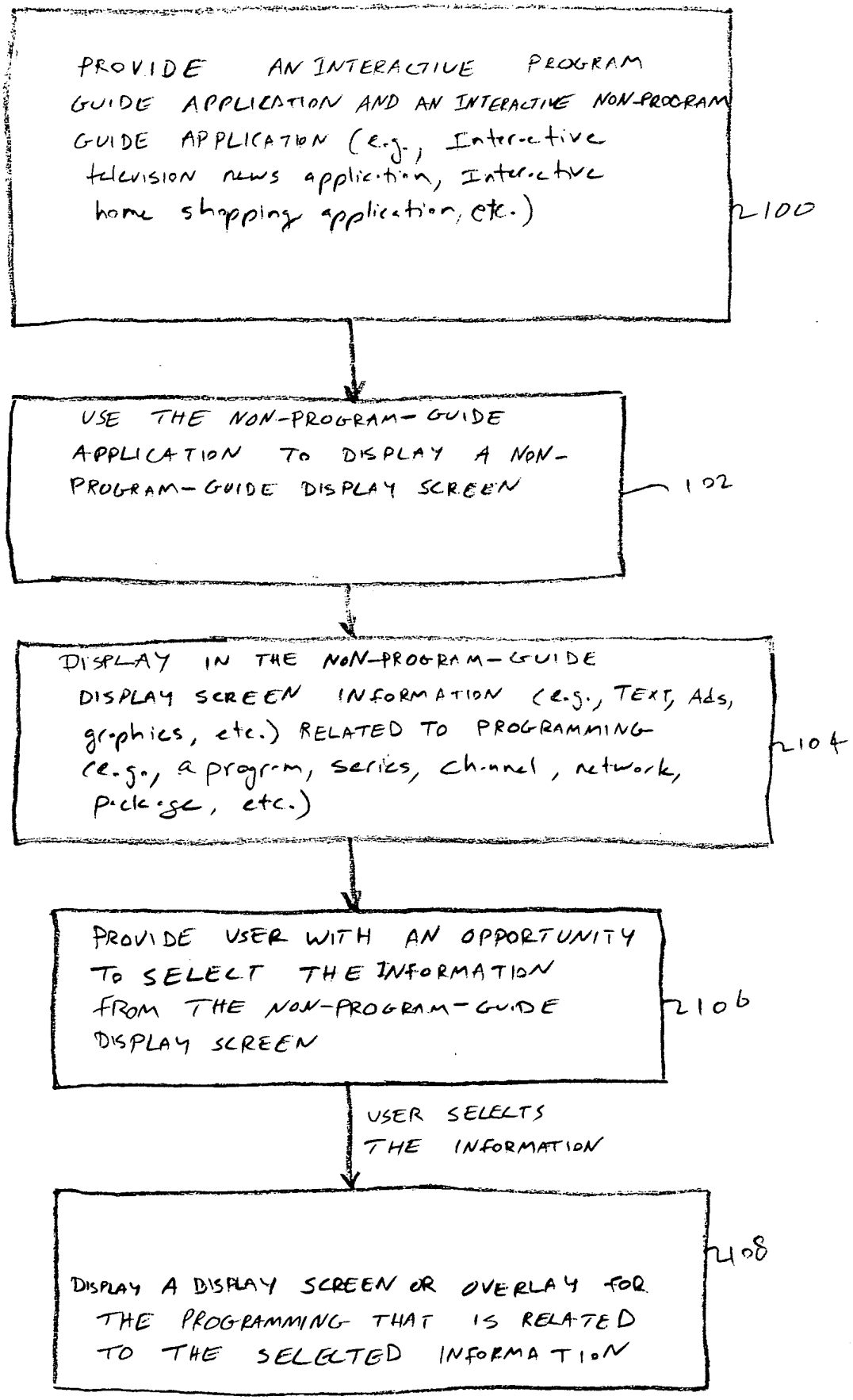
PROVIDE AN INTERACTIVE PROGRAM GUIDE APPLICATION AND AN INTERACTIVE NON-PROGRAM GUIDE APPLICATION (e.g., Interactive television news application, Interactive home shopping application, etc.)
100
USE THE NON-PROGRAM-GUIDE APPLICATION TO DISPLAY A NON-PROGRAM-GUIDE DISPLAY SCREEN
102
DISPLAY IN THE NON-PROGRAM-GUIDE DISPLAY SCREEN INFORMATION (e.g., TEXT, Ads, graphics, etc.) RELATED TO PROGRAMMING (e.g., a program, series, channel, network, package, etc.)
104
PROVIDE USER WITH AN OPPORTUNITY TO SELECT THE INFORMATION FROM THE NON-PROGRAM-GUIDE DISPLAY SCREEN
106
USER SELECTS THE INFORMATION
DISPLAY A DISPLAY SCREEN OR OVERLAY FOR THE PROGRAMMING THAT IS RELATED TO THE SELECTED INFORMATION
108

Fig 4

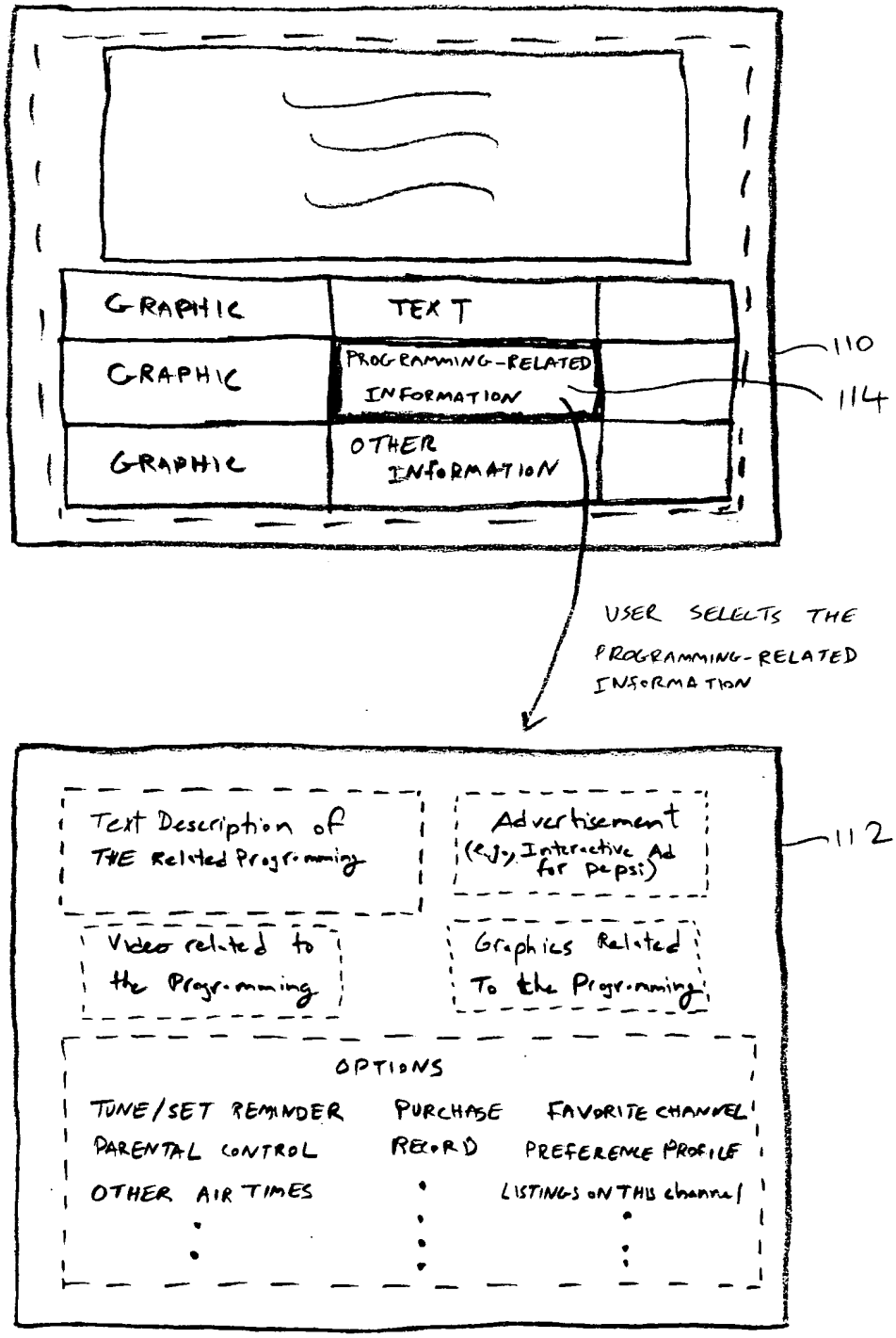
GRAPHIC
TEXT
GRAPHIC
PROGRAMMING-RELATED INFORMATION
GRAPHIC
OTHER INFORMATION
110
114
USER SELECTS THE PROGRAMMING-RELATED INFORMATION
Text Description of THE Related Programming
Advertisement (e.g., Interactive Ad for Pepsi)
112
Video related to the Programming
Graphics Related To the Programming
OPTIONS
TUNE/SET REMINDER
PURCHASE
FAVORITE CHANNEL
PARENTAL CONTROL
RECORD
PREFERENCE PROFILE
OTHER AIR TIMES
LISTINGS ON THIS channel

FIG. 5

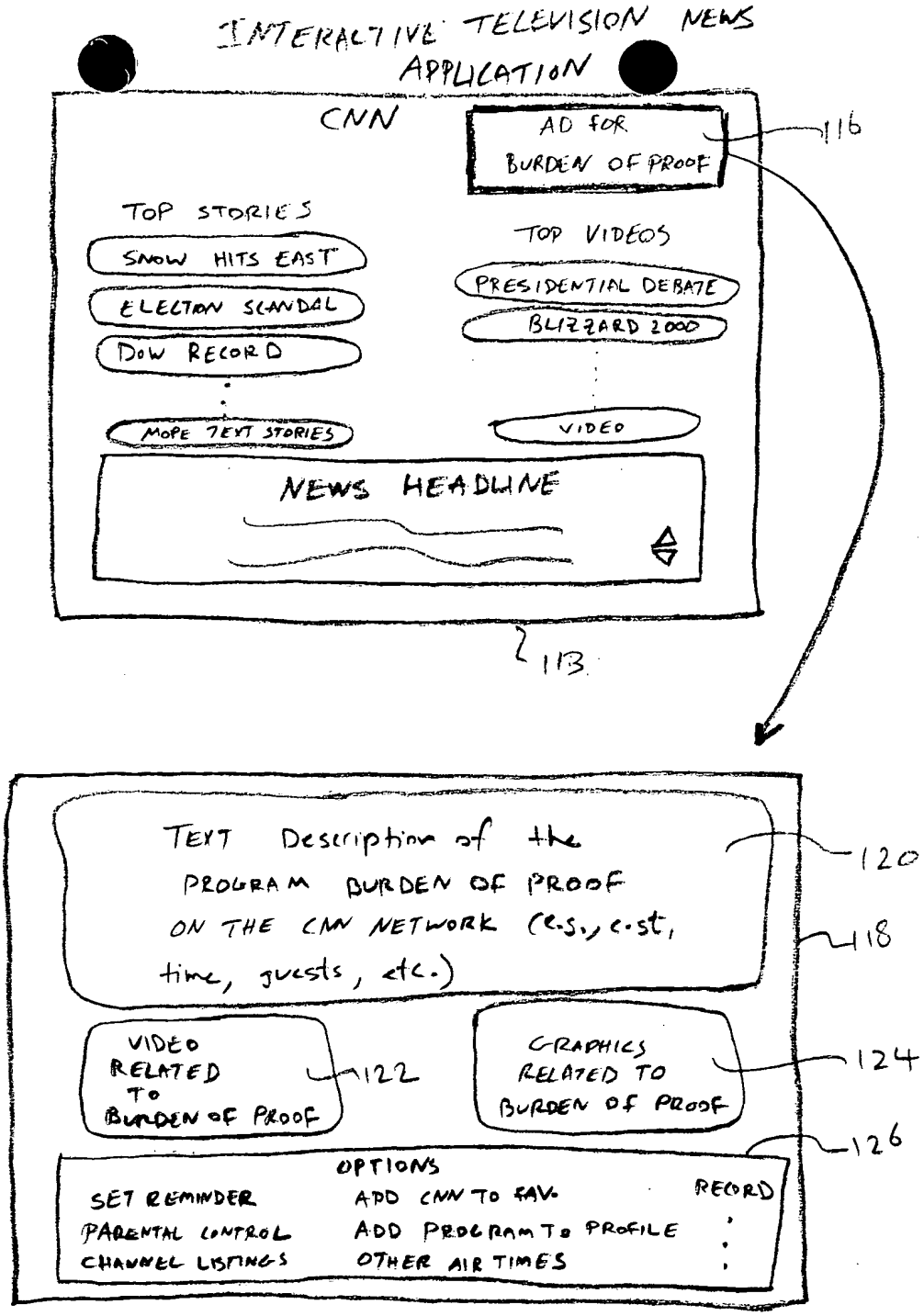
INTERACTIVE TELEVISION NEWS APPLICATION
CNN
AD FOR BURDEN OF PROOF
116
TOP STORIES
SNOW HITS EAST
ELECTION SCANDAL
DOW RECORD
MORE TEXT STORIES
TOP VIDEOS
PRESIDENTIAL DEBATE
BLIZZARD 2000
VIDEO
NEWS HEADLINE
113
TEXT Description of the PROGRAM BURDEN OF PROOF ON THE CNN NETWORK (e.g., cost, time, guests, etc.)
120
118
VIDEO RELATED TO BURDEN OF PROOF
122
GRAPHICS RELATED TO BURDEN OF PROOF
124
126
OPTIONS
SET REMINDER
PARENTAL CONTROL
CHANNEL LISTINGS
ADD CNN TO FAV.
ADD PROGRAM TO PROFILE
OTHER AIR TIMES
RECORD

Fig. 6

INTERACTIVE TELEVISION NEWS APPLICATION

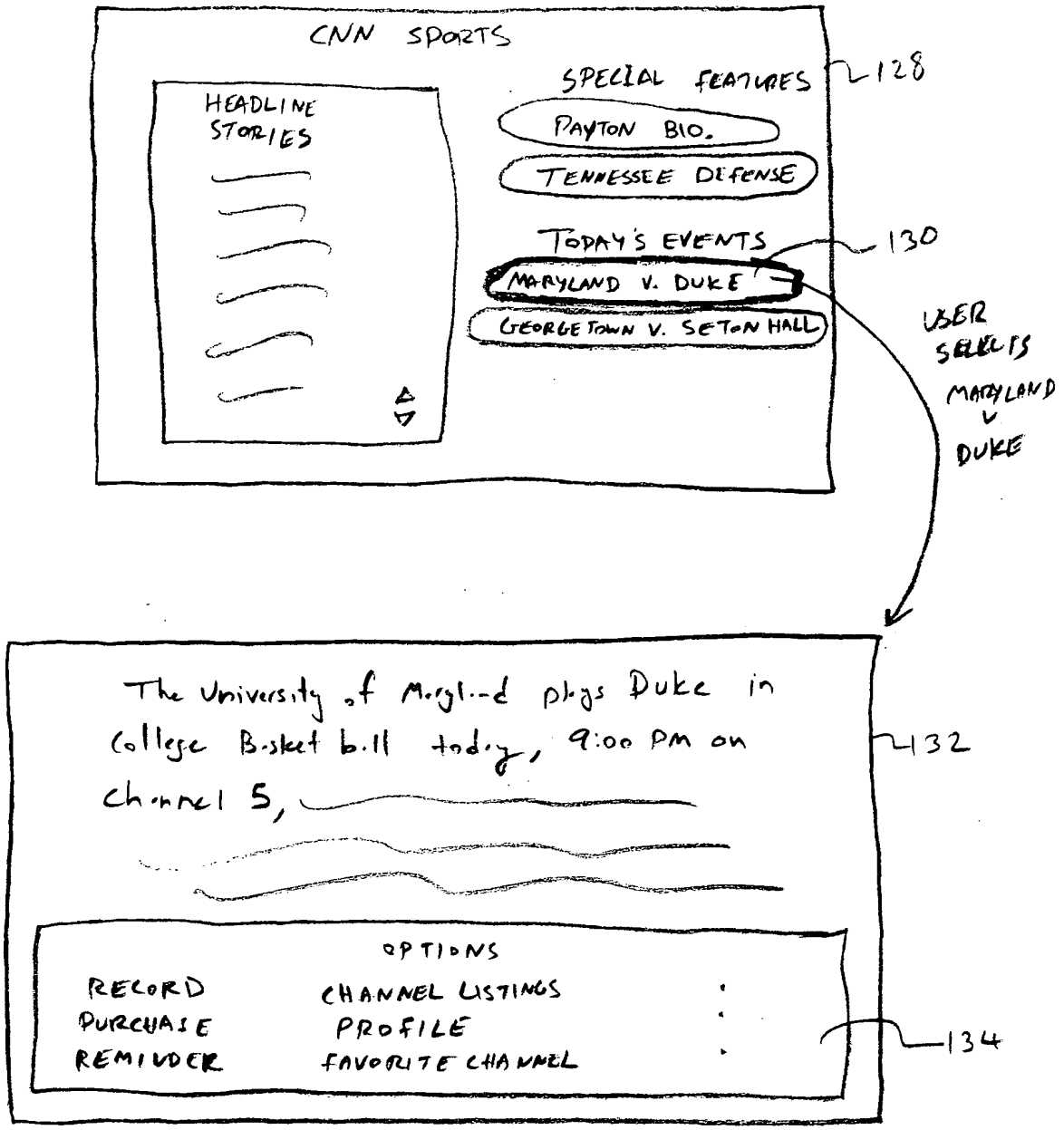

FIG. 7

UV-161

INTERACTIVE EDUCATIONAL APPLICATION

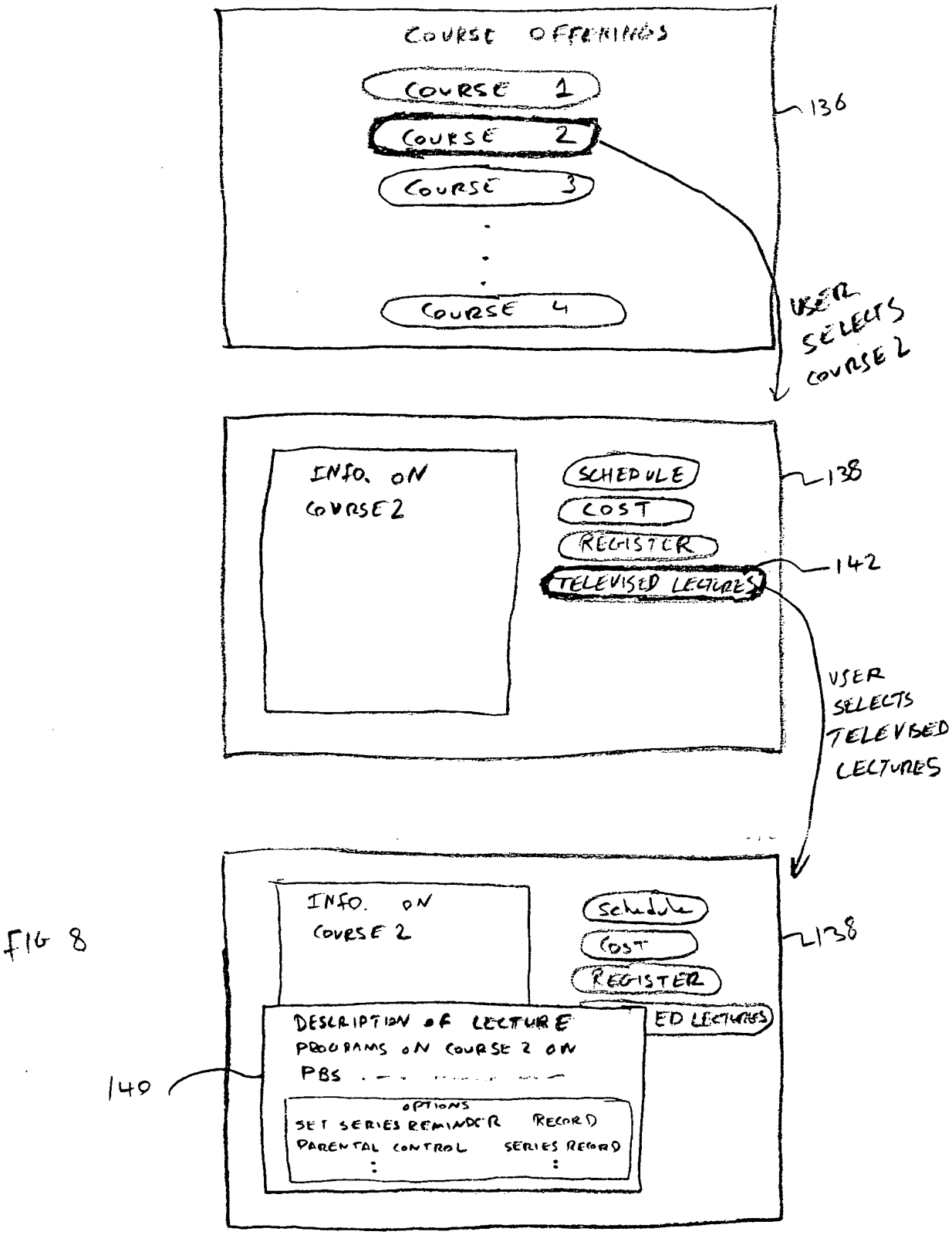

FIG 8

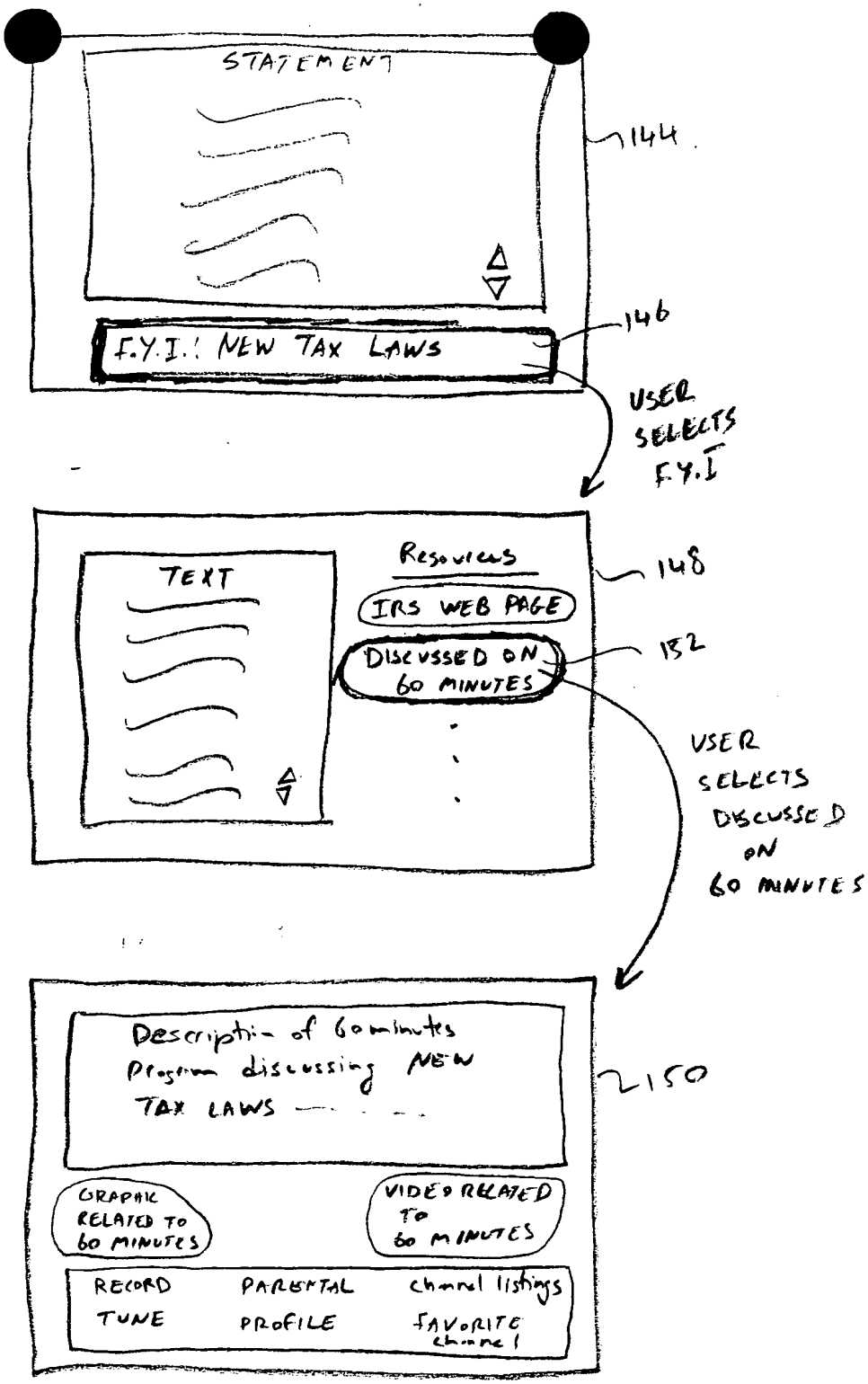
STATEMENT
144
F.Y.I.: NEW TAX LAWS
146
USER SELECTS F.Y.I
TEXT
Resources
148
IRS WEB PAGE
DISCUSSED ON 60 MINUTES
152
USER SELECTS DISCUSSED ON 60 MINUTES
Description of 60minutes Program discussing NEW TAX LAWS
150
GRAPHIC RELATED TO 60 MINUTES
VIDEO RELATED TO 60 MINUTES
RECORD
PARENTAL
channel listings
TUNE
PROFILE
FAVORITE channel

FIG. 9

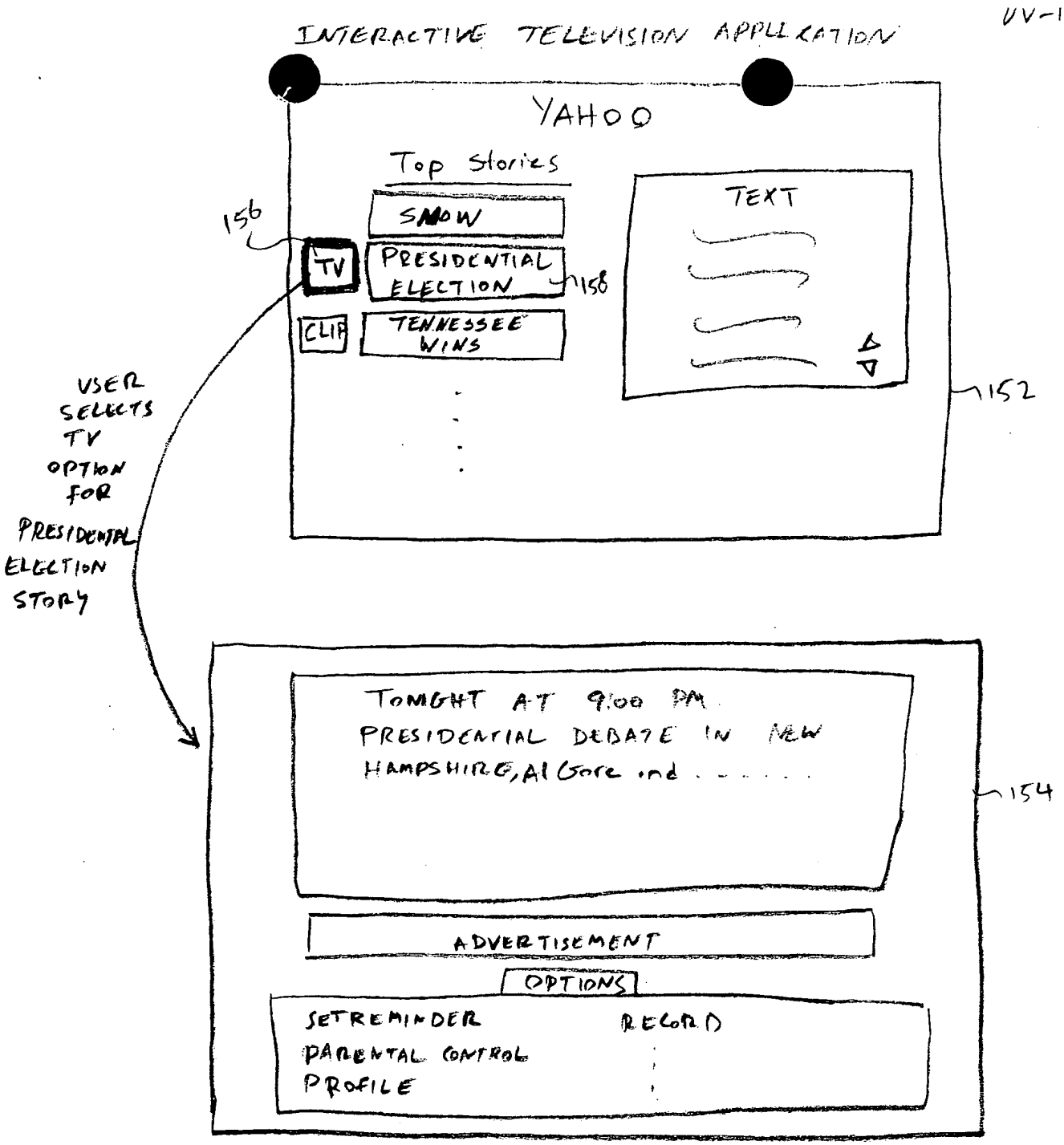
INTERACTIVE TELEVISION APPLICATION
YAHOO
Top Stories
SNOW
TV
PRESIDENTIAL ELECTION
CLIP
TENNESSEE WINS
TEXT
156
158
152
USER SELECTS TV OPTION FOR PRESIDENTIAL ELECTION STORY
TONIGHT AT 9:00 PM PRESIDENTIAL DEBATE IN NEW HAMPSHIRE, Al Gore and . . . . . .
154
ADVERTISEMENT
OPTIONS
SETREMINDER
RECORD
PARENTAL CONTROL
PROFILE

FIG 10

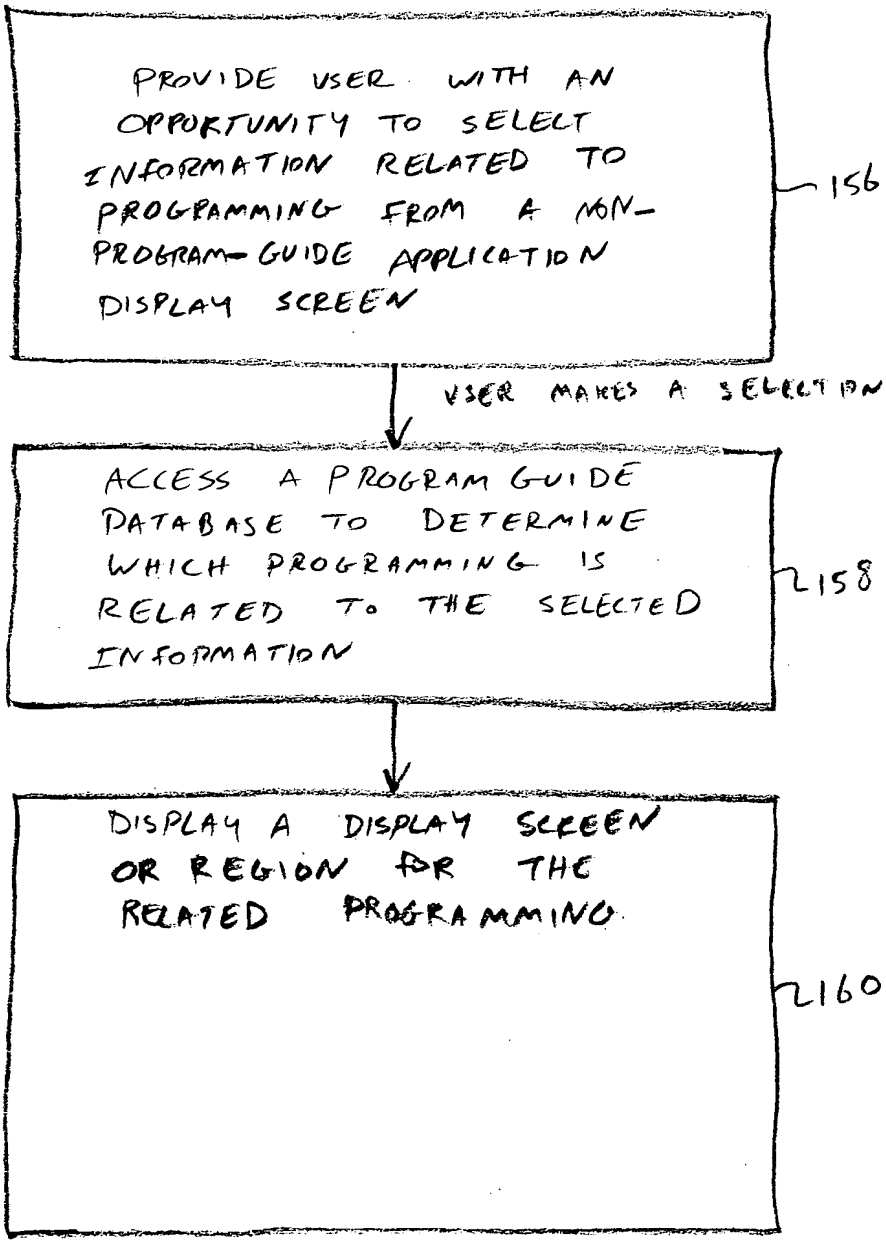
PROVIDE USER WITH AN OPPORTUNITY TO SELECT INFORMATION RELATED TO PROGRAMMING FROM A NON-PROGRAM-GUIDE APPLICATION DISPLAY SCREEN
156
USER MAKES A SELECTION
ACCESS A PROGRAM GUIDE DATABASE TO DETERMINE WHICH PROGRAMMING IS RELATED TO THE SELECTED INFORMATION
158
DISPLAY A DISPLAY SCREEN OR REGION FOR THE RELATED PROGRAMMING
160

FIG 11

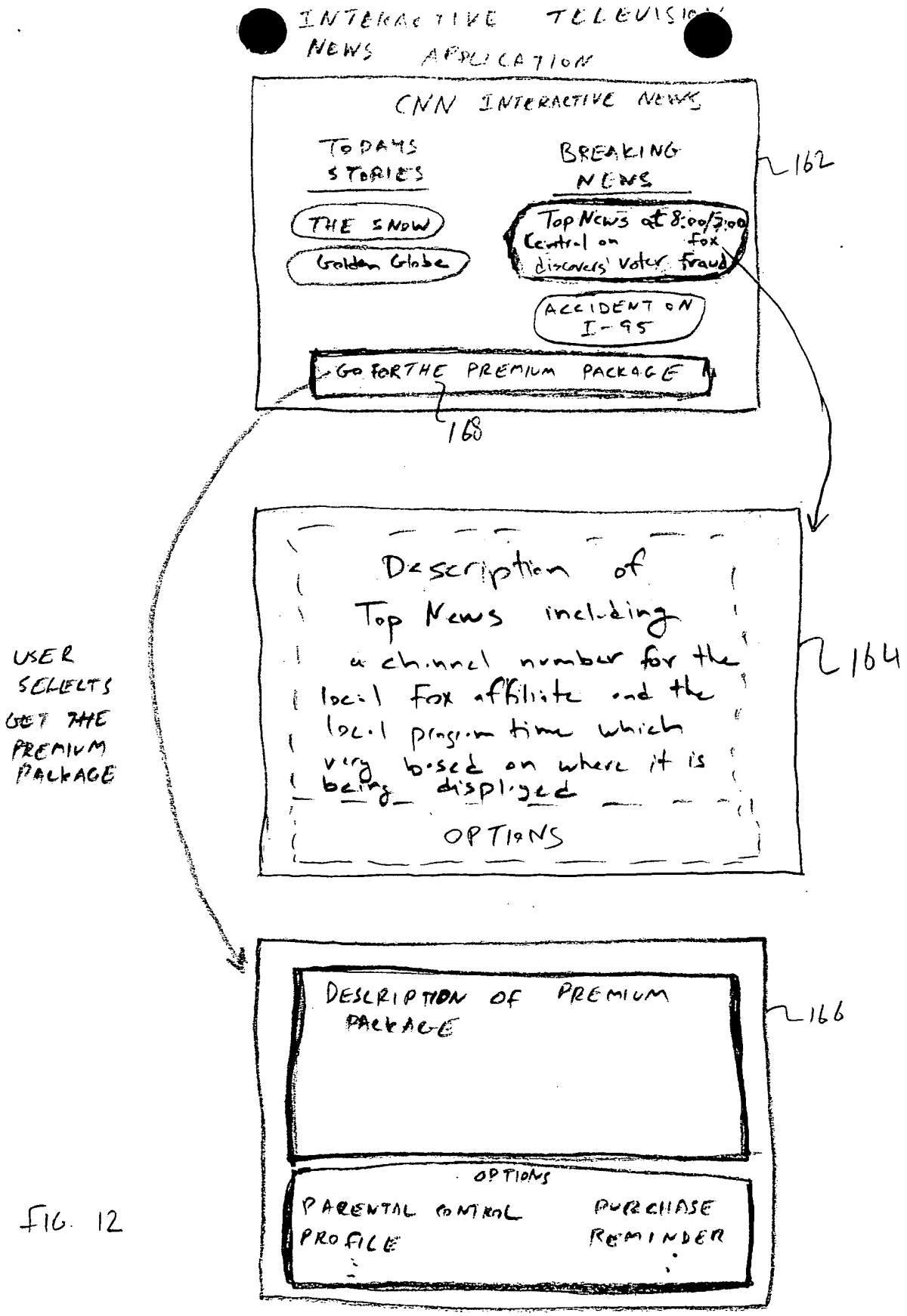
INTERACTIVE TELEVISION NEWS APPLICATION
CNN INTERACTIVE NEWS
TODAYS STORIES
BREAKING NEWS
162
THE SNOW
Golden Globe
Top News at 8:00/7:00 Central on fox discovers voter fraud
ACCIDENT ON I-95
GO FOR THE PREMIUM PACKAGE
168
Description of Top News including a channel number for the local Fox affiliate and the local program time which vary based on where it is being displayed
OPTIONS
164
USER SELECTS GET THE PREMIUM PACKAGE
DESCRIPTION OF PREMIUM PACKAGE
166
OPTIONS
PARENTAL CONTROL PROFILE
PURCHASE REMINDER

FIG. 12

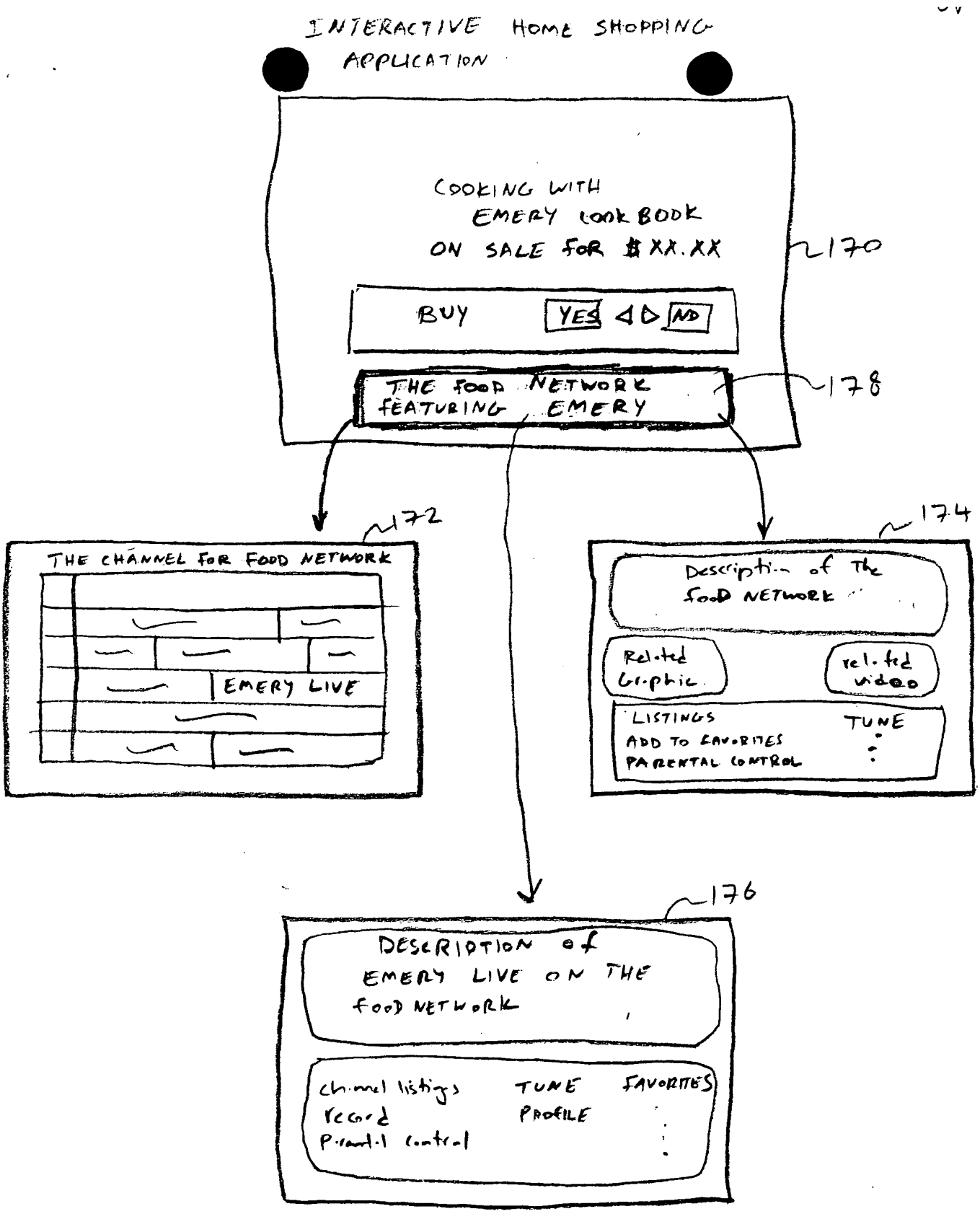
INTERACTIVE HOME SHOPPING APPLICATION
COOKING WITH EMERY COOK BOOK ON SALE FOR $XX.XX
170
BUY
YES
NO
THE FOOD NETWORK FEATURING EMERY
178
172
THE CHANNEL FOR FOOD NETWORK
EMERY LIVE
174
Description of the FOOD NETWORK
Related Graphic
related video
LISTINGS
ADD TO FAVORITES
PARENTAL CONTROL
TUNE
176
DESCRIPTION of EMERY LIVE ON THE FOOD NETWORK
channel listings
record
Parental control
TUNE
PROFILE
FAVORITES

Fig. 13

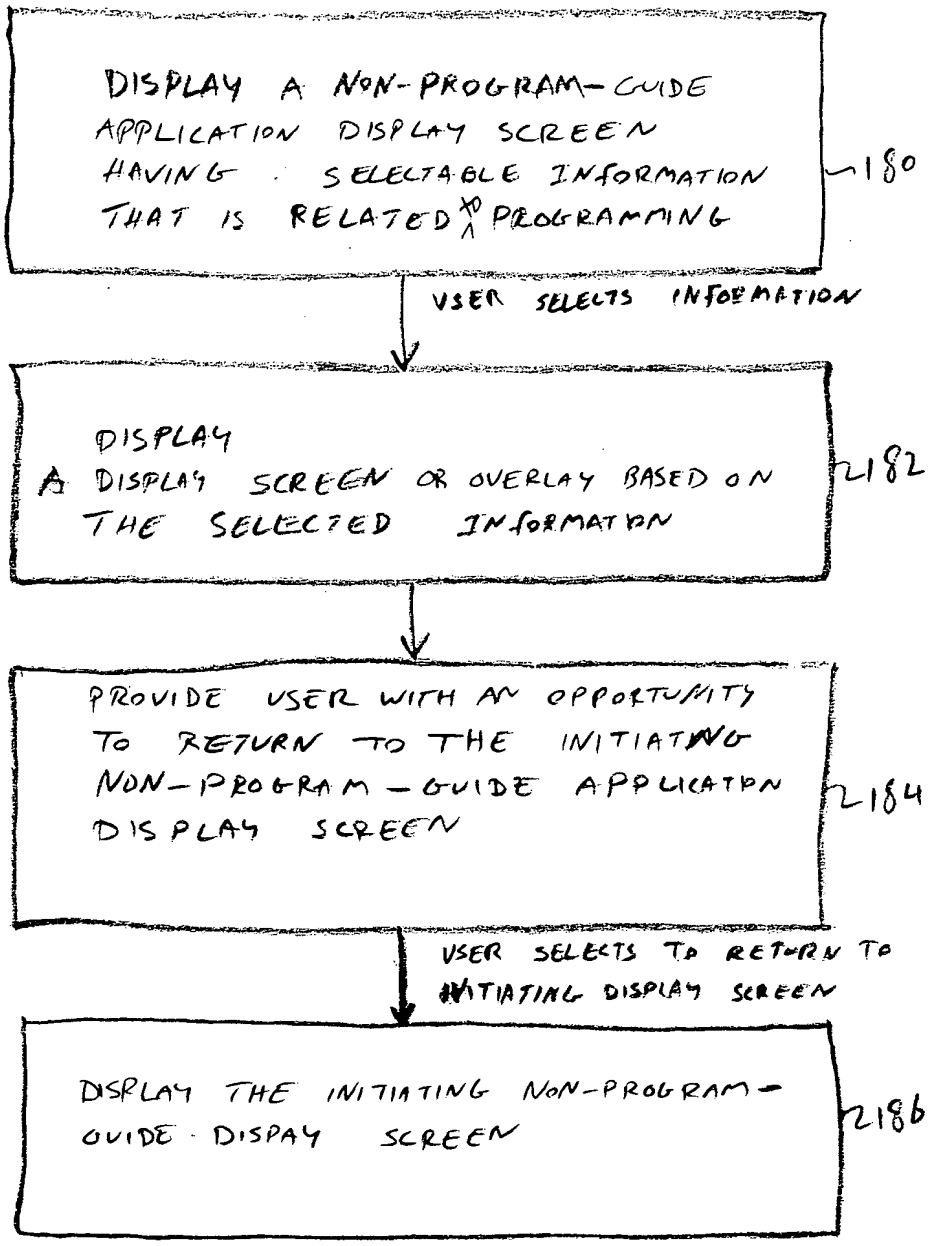
DISPLAY A NON-PROGRAM-GUIDE APPLICATION DISPLAY SCREEN HAVING SELECTABLE INFORMATION THAT IS RELATED TO PROGRAMMING
180
USER SELECTS INFORMATION
DISPLAY A DISPLAY SCREEN OR OVERLAY BASED ON THE SELECTED INFORMATION
182
PROVIDE USER WITH AN OPPORTUNITY TO RETURN TO THE INITIATING NON-PROGRAM-GUIDE APPLICATION DISPLAY SCREEN
184
USER SELECTS TO RETURN TO INITIATING DISPLAY SCREEN
DISPLAY THE INITIATING NON-PROGRAM-GUIDE DISPLAY SCREEN
186

FIG. 14

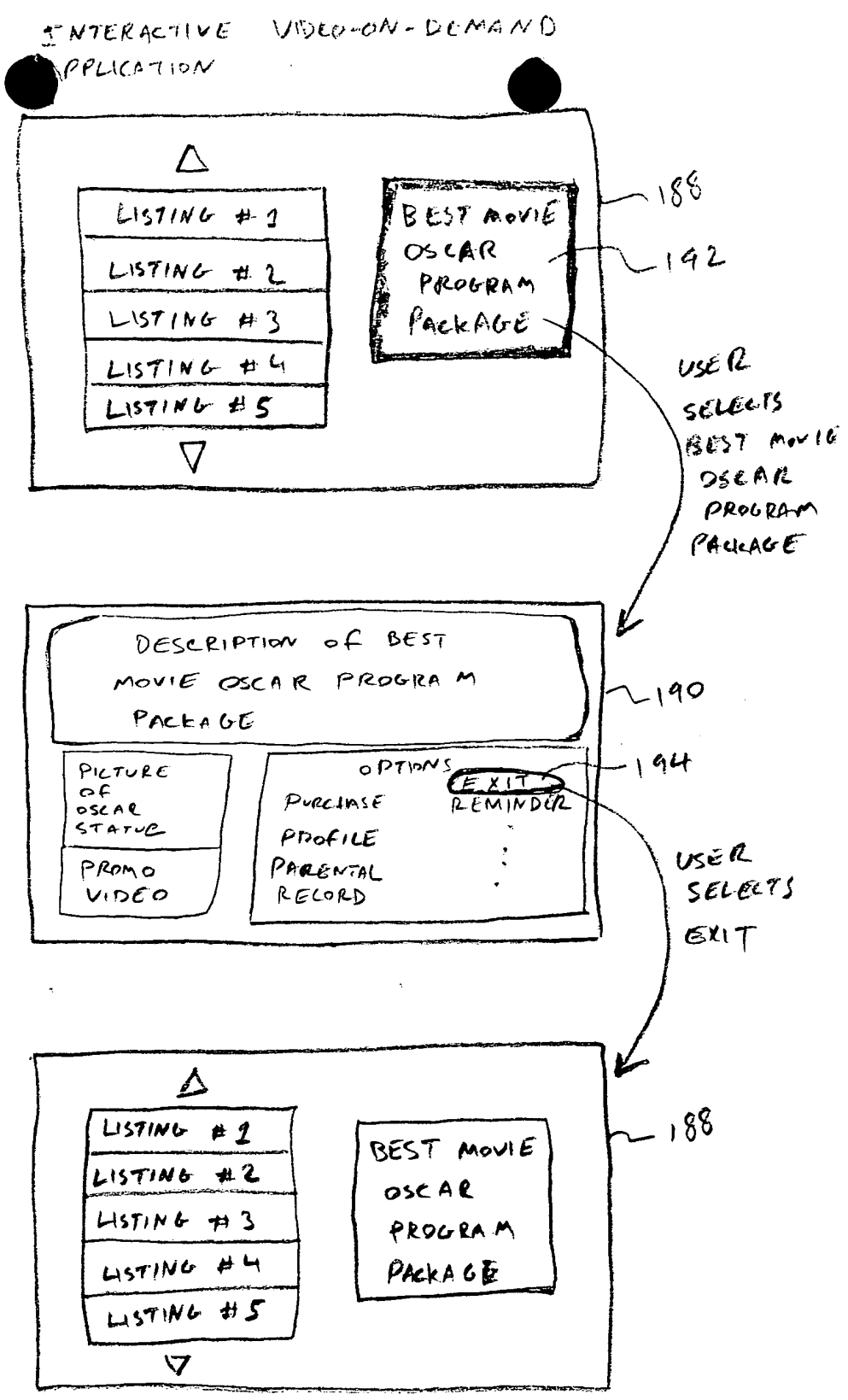
INTERACTIVE VIDEO-ON-DEMAND APPLICATION
LISTING #1
LISTING #2
LISTING #3
LISTING #4
LISTING #5
BEST MOVIE OSCAR PROGRAM PACKAGE
188
192
USER SELECTS BEST MOVIE OSCAR PROGRAM PACKAGE
DESCRIPTION of BEST MOVIE OSCAR PROGRAM PACKAGE
190
PICTURE of OSCAR STATUE
PROMO VIDEO
OPTIONS
EXIT
REMINDER
PURCHASE
PROFILE
PARENTAL RECORD
194
USER SELECTS EXIT
LISTING #1
LISTING #2
LISTING #3
LISTING #4
LISTING #5
BEST MOVIE OSCAR PROGRAM PACKAGE
188

FIG 15

INTERACTIVE TELEVISION NEWS APPLICATION

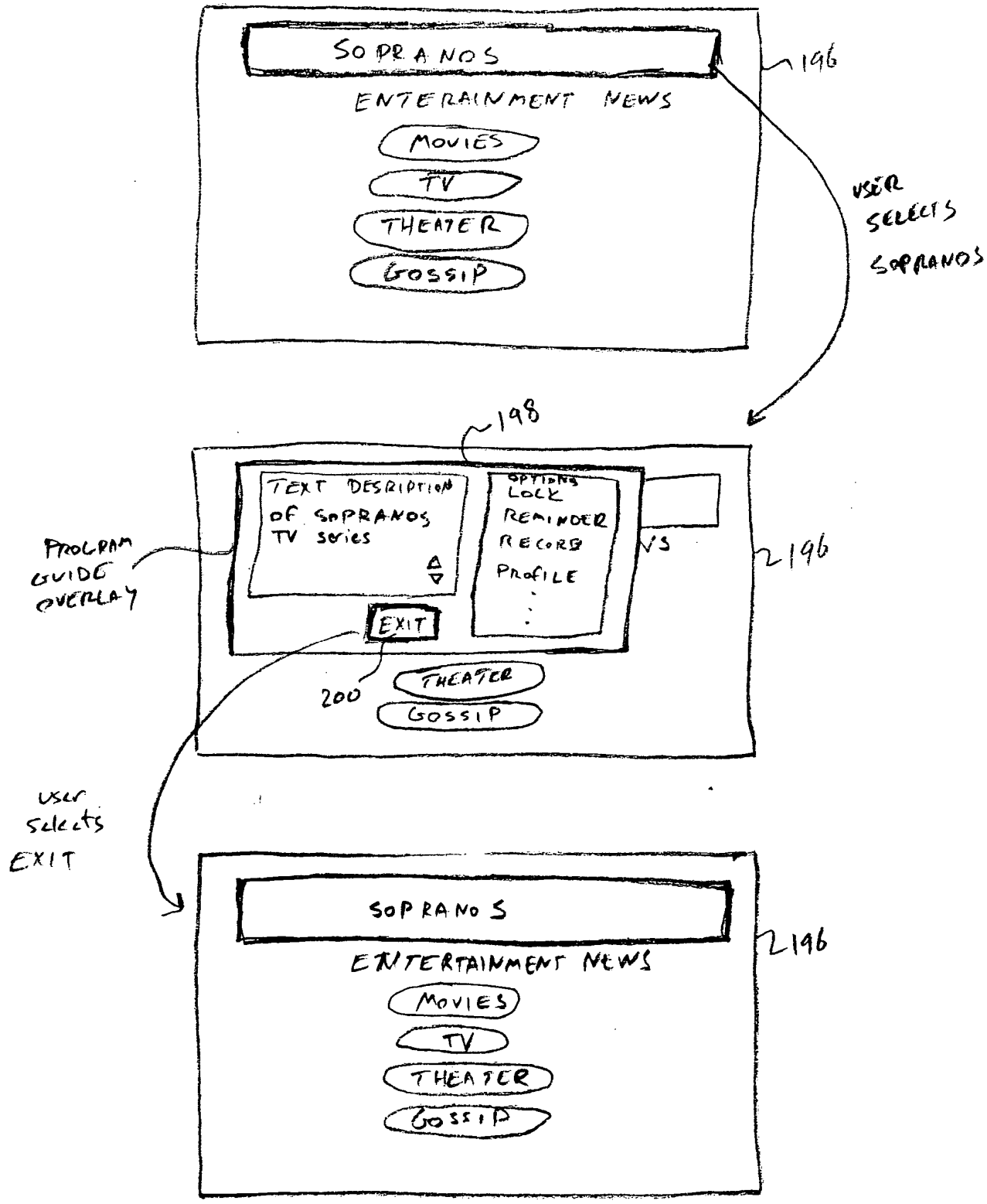

FIG. 16

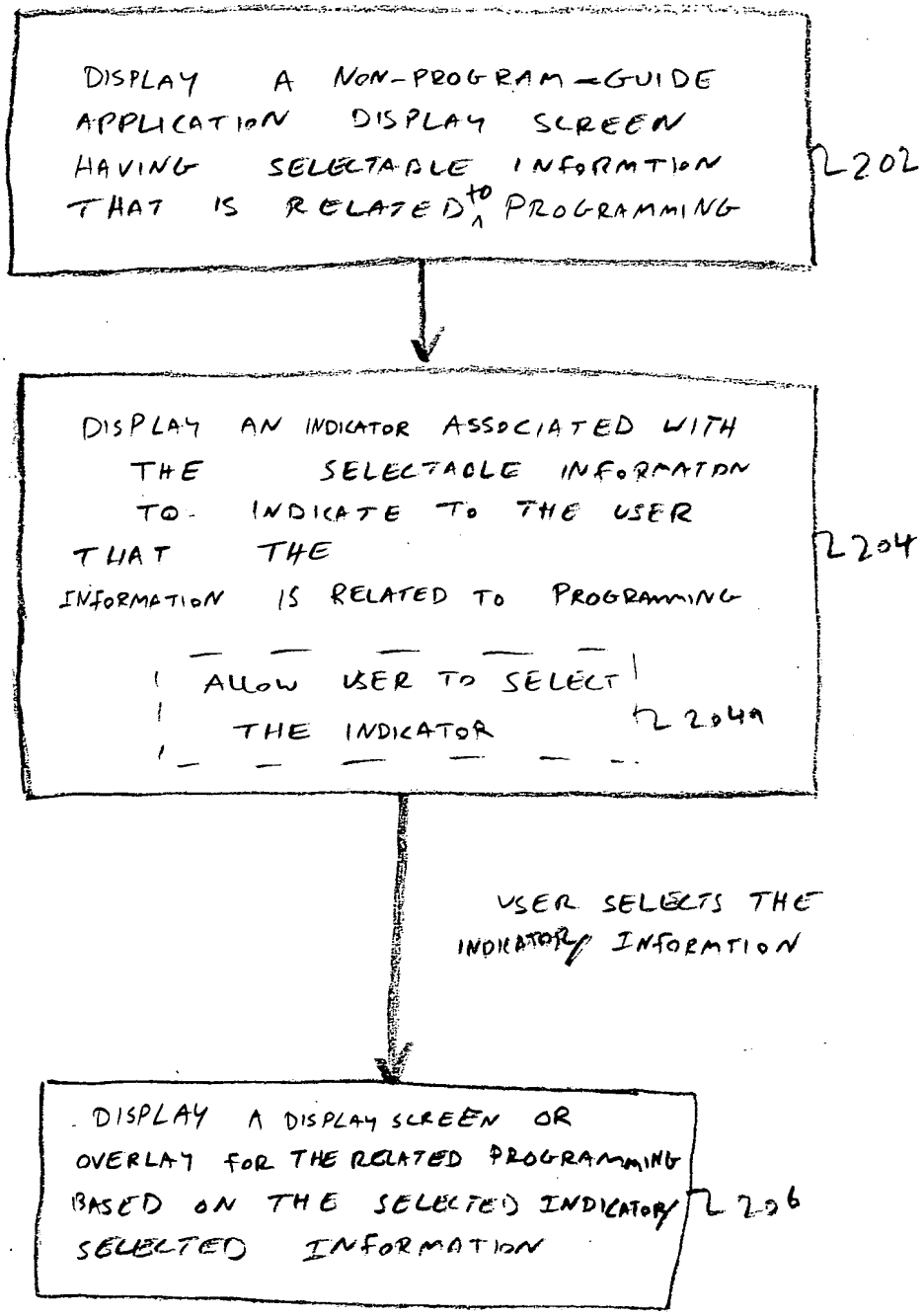
DISPLAY A NON-PROGRAM-GUIDE APPLICATION DISPLAY SCREEN HAVING SELECTABLE INFORMTION THAT IS RELATED TO PROGRAMMING
202
DISPLAY AN INDICATOR ASSOCIATED WITH THE SELECTABLE INFORMATION TO INDICATE TO THE USER THAT THE INFORMATION IS RELATED TO PROGRAMMING
204
ALLOW USER TO SELECT THE INDICATOR
204a
USER SELECTS THE INDICATOR/ INFORMTION
DISPLAY A DISPLAY SCREEN OR OVERLAY FOR THE RELATED PROGRAMMING BASED ON THE SELECTED INDICATOR/ SELECTED INFORMATION
206

FIG. 17

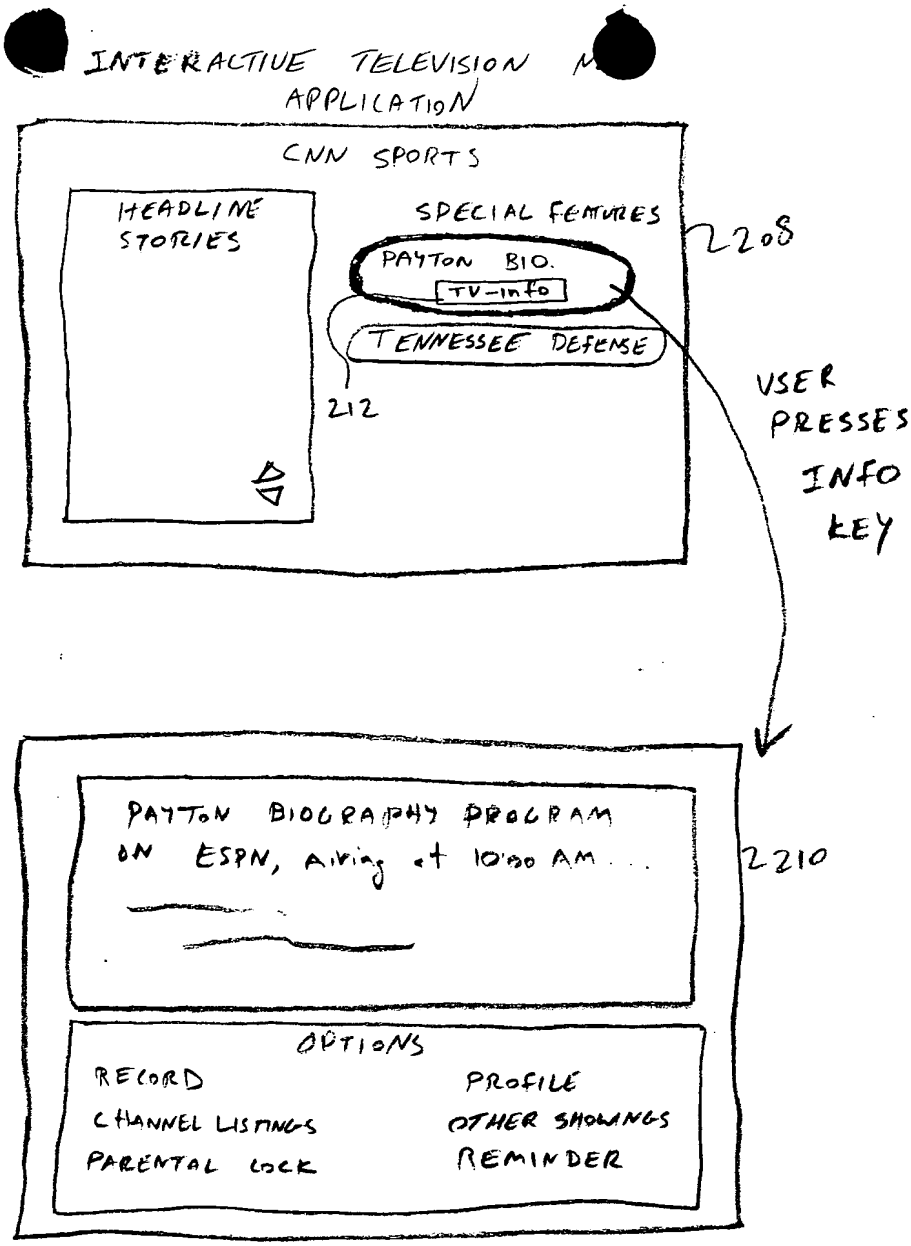
INTERACTIVE TELEVISION
APPLICATION
CNN SPORTS
HEADLINE STORIES
SPECIAL FEATURES
PAYTON BIO.
TV-info
TENNESSEE DEFENSE
2208
212
USER PRESSES INFO KEY
PAYTON BIOGRAPHY PROGRAM ON ESPN, AIRING at 10:00 AM...
2210
OPTIONS
RECORD
PROFILE
CHANNEL LISTINGS
OTHER SHOWINGS
PARENTAL LOCK
REMINDER

FIG. 18